

Message Text

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INFO AMEMBASSY BONN
AMCONSUL AMSTERDAM
AMCONSUL HAMBURG
AMEMBASSY THE HAGUE
AMCONSUL ZURICH POUCH
SECSTATE WASHDC 6332

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EO 11652: N/A
TAGS: BEXP, SZ
SUBJ: AMERICAN FOOTWEAR EXPORT PROGRAM: A US FOOTWEAR
VIDEO BOUTIQUE

REF: USDOC 9190

1. BASED ON DISCUSSIONS WITH SWISS SHOE TRADE, PROPOSED
BOUTIQUE MIGHT POSSIBLY ATTRACT 30 RETAILERS AND A FEW
IMPORTERS FROM ZURICH AREA. BEST GUESS OF TRADE IS THAT
RESULTS WOULD NOT JUSTIFY COST. DEALERS HERE ARE ACCUSTOMED
TO INSPECT AND HANDLE SHOES THEMSELVES. THEY WOULD NOT BE
RESPONSIVE TO VTR-CATALOGUE APPROACH.

3. EMBASSY BELIEVES FOLLOWING WOULD BE MORE SUCCESSFUL
TRADE PROMOTION VEHICLES:

A) PARTICIPATION BY US MANUFACTURERS AT DUESSELDORF
SHOE FAIR WHICH IS ATTENDED BY ALL SWISS SHOE
IMPORTERS AND DISTRIBUTORS;

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B) A SMALL TRADE MISSION WHICH BRINGS FULL SAMPLE LINES
WITH CIF QUOTATIONS;

C) USE PROMOTIONAL AND INDUSTRY FUNDS TO INVITE THE
FOUR LEADING SWISS SHOE IMPORTERS, WHO IN EFFECT
SUPPLY THE ENTIRE SWISS MARKET WITH NON-EUROPEAN
ORIGIN FOOTWEAR, TO VISIT MAJOR US FOOTWEAR EXHI-

BITION AND AMERICAN SHOE FACTORIES. (FYI: WE
HAVE LEARNED THAT BIG FOUR IN SWISS HOE WHOLESALE
TRADE HAVE JUST RETURNED FROM TRIP TO SOUTH KOREA
WHERE THEY WERE GUESTS OF GOVT AND LOCAL
INDUSTRY. SIMILAR INVITATIONS WERE EXTENDED IN
RECENT PAST BY PORTUGAL, BRAZIL, ARGENTINA, AND
URUGUAY; OUR COMPETITIORS.)WARNER

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NNN

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